

kynect ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

May 14, 2015

Call to Order and Roll Call

The twenty-third meeting of the Education and Outreach Subcommittee was held on Thursday, May 14, 2015, at 1:00 p.m. in Conference Room D at the Kentucky Office of the Health Benefit and Health Information Exchange. David Allgood, Chair, called the meeting to order at 1:00 p.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood, Chair; Susan Dunlap; Malea Hoepf Young; Rich Seckel; Bill Wagner (by phone); and Kathy Wheeler. Gabriela Alcalde, Andrea Bennett, Julia Costich, Patty Gregory, Tina McCormick, and Marcus Woodward were not present at the meeting.

Staff Present: Brittany Briscoe, Nicole Comeaux, Kris Hayslett, Jean Klinge, Shelby Warren, and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the March 19, 2015, meeting, as amended, but a quorum was not present for approval.

Resignation of Member

Regan Hunt resigned from membership on the Education and Outreach Subcommittee, effective May 8, 2015.

Update on Enrollment

Jean Klinge, Division Director, Kentucky Office of Health Benefit and Health Information Exchange (KOHBHIE), informed committee members that the performance of kynect and its enrollments have remained consistent between the 2014 and 2015 open enrollment periods. Enrollments in the Medicaid Managed Care Organizations (MCO) did increase by five percent in 2015; bringing the overall ratio of enrollments to 90 percent Medicaid compared to 10 percent Qualified Health Plan enrollments. As a result of the proportion in the enrollments, there will be an increased focus on education and outreach focused on the QHP population to get more of those eligible individuals enrolled. Additionally, the data shows that the rural counties require additional outreach to better explain the concept of expanded Medicaid, and how it is different from traditional Medicaid. Also, there will be a targeted effort at promoting dental insurance available through kynect in counties where good dental hygiene is lacking. In general, the Young Invincible population and those that previously enrolled early through plans outside kynect will be targeted populations in 2016, along with increased efforts to translate materials into several different languages in hopes of better reaching the English as a second language population.

Update on Healthy Reentry Coalition

Lindsay Nelson, Kentucky Primary Care Association, reported that now that the tax special enrollment period has ended efforts are further ramping up to focus on the justice involved population, in particular probation and parole. It is becoming mandatory that parole officers ask parolees whether they have insurance, and a number of the parole officers are requiring the parolee to then contact a kynector to assess eligibility. Efforts are under way for all the kynector entities to have a physical presence or have information available in probation and parole offices across the state.

Discussion of Insurance Agent and kynector Outreach

As Open Enrollment 2016 approaches and the availability of eight issuers offering plans through kynect in some counties, there is a definite need for insurance agents to be accessible to people to help them understand what is available and guide consumers through the enrollment process. One issue encountered in the enrollment process has been the requirement that kynectors use the search tool on kynect to provide referrals to insurance agents, and the cumbersome number of agents these searches return. A policy change has been put in place so that kynectors may now recommend a minimum of two agents to clients who they personally feel can do a good job for consumers. The idea is also being explored about providing office space at KOHBHIE where agents would be assigned on a first come basis to take phone calls from consumers to help them better understand their insurance plans. This concept, along with having agents again being made available to staff retail outlet(s) during open enrollment, would result in a special training program being required for any agents serving in these capacities.

Update on Outreach Efforts

Ms. Klinge announced that in the 2016 open enrollment period, instead of there being passive re-enrollment, there will be passive eligibility, but active re-enrollment. The Small Business Health Options Program (SHOP) is being revamped to make it easier to navigate and enhance SHOP's marketability as an attractive option for employers wanting to provide health coverage to their employees.

kynect's social media presence is increasing and expanding in hopes of drawing in the Young Invincible population and increasing viewership as a whole. This includes adding an Instagram account to kynect's social media presence. Instagram is heavily used by those in the Young Invincible demographic. Also, a mobile app is in development for the next open enrollment period that will allow users to apply for coverage, and to take their applications from beginning to end over their mobile devices, along with a special app allowing individual and SHOP enrollments on tablets. A companion brochure for the "How to kynect" health literacy pamphlet is being drafted that will address how to best select an insurance plan. The pamphlet will draw on the one developed by the Kentucky Health Cooperative and will also discuss how to best use the filter options on kynect so consumers can find the plans that best work for them. The kiosk program is also being re-vamped, to change its use from enrollment purposes, to instead be an avenue where consumers can provide contact information and kynectors will then get in touch with the individuals.

New Business

The next meeting of the subcommittee is scheduled for July 9, 2015, at 12:30 p.m., at the Kentucky Office of the Health Benefit and Health Information Exchange.

Adjournment

The meeting was adjourned at 2:09 p.m.